File

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TO: DISTRIBUTION **DATE:** JUNE 28, 1990

FROM: E. EGAN

SUBJECT: BUCKS SEPTEMBER PROMOTION (TEST MARKETS ONLY)

Sell-in materials for the Bucks September Promotion (test markets) consists of a folder which will hold sell sheets (pack or carton) and an actual incentive item as follows:

3 pack promotion - Buckskins socks
Carton promotion - Buckskins boxers

Quantities required are as follows:

ITEM	POS #	SR	DM	AM	SAM	AMMS
Sell sheet - pack	53838	30	10	10	10	10
Sell sheet - carton	53839	10	10	10	10	10
Folder	51445	40	20	20	20	20
Boxers	56918	10	10	10	10	10
Socks	56979	30	10	10	10	10

The "Don't Get Caught Buck Naked" folder will hold a sell sheet in the left side pocket. The right side opens up to a double page spread where the incentive item will be inserted (Boxers - carton deal/Socks - pack deal). SR's will be responsible for placing the incentive item in each folder.

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